THE impression prevails that a WILL is a document that only the rich man need bother to make. The fact is that only the heirs of the rich can afford the charges and fees and delays in settlement which are apt to result if no WILL has been made.

But, of equal importance to making a WILL is the selection of qualified exe-cutors. An individual with personal knowledge of your affairs and this Trust Company, with a wide experience in settling estates, provide a com-bination of co-executors which assures your heirs of every protection.

You are cordially invited to consult

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who is seeking a gift knows that those details of shopping which women love and men abhor, can be dispensed with by coming to Ovington's. And he knows, too, from happy experience, of how much careful thought the gift bespeaks!

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For Help that is full of "pep" and ambition put your Want Ad, in THE NEW YORK HERALD. Its QUALITY-QUANTITY circulation brings a high type of copiles, Telephone Worth 10,000.

Tamily in this situation."

"Do you still feel this confidence despite the letters and the diary which were published?" she was asked. The immediate reply was:

"I don't believe they are authentic."

To quote Prosecutor Mott as regards the status of the case at present, and the possibility of either an arrest or indicated the possibility of either an

faith in our sister, Mrs. Hall, and confidence in our brother. Our mother, Mrs. Edward D. Hall of Jersey City, who formerly made her home in New Brunswick, is right with us in this faith in both. We feel that the whole thing is a horrible mistake that could be cleared up if our brother were here to explain it. My, sister and I have been with Mrs. Hall as much as possible trying to help her over these days.

"When I say a mistake has been made I may not be using the right word. What I mean is that an tinexplained complexity of circumstances leaves the Hall family in this situation."

"Do you still feel this confidence de-"

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A "Checkmaker" Is?

HAT is the name given

more service than he comes in to get. He is called "a good checkmaker." We

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that there are no "good

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How much that means is expressed in everything that makes up the quality of Borden's Grade'A' Milk. Ask us about this.

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> CHARGES All makes of Used Cars on Terms

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Used Car' Dept., Se ond Floor 1884 Broadway, at 62nd St., N. Y.

BATTEN



A mill that grinds with water that has passed

A WATER MILL is turned by the weight of the water that is actually on the mill wheel.

The water furnishes the power. The water that has passed the wheel is useless.

But the business mill, that is turned by the power of advertising, can run for some time with the advertising that has already appeared.

More important than this is the fact that neither a water mill nor a business mill will. turn with power that is yet to arrive-power that is still being considered.

America has millions of horsepower in waterfalls that are turning no wheels.

American business has millions in advertising power that has not been set to work.

Merely considering unused power does not put it to work.

Plans must be made. Action must be taken. The power must be applied.

If you have looked at advertising, if you have thought about applying it to your own business, some good may come if you get acquainted with us and our work.

We have a greater interest in seeing this power properly applied to deserving work than we have in seeing it used merely because it is there.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

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